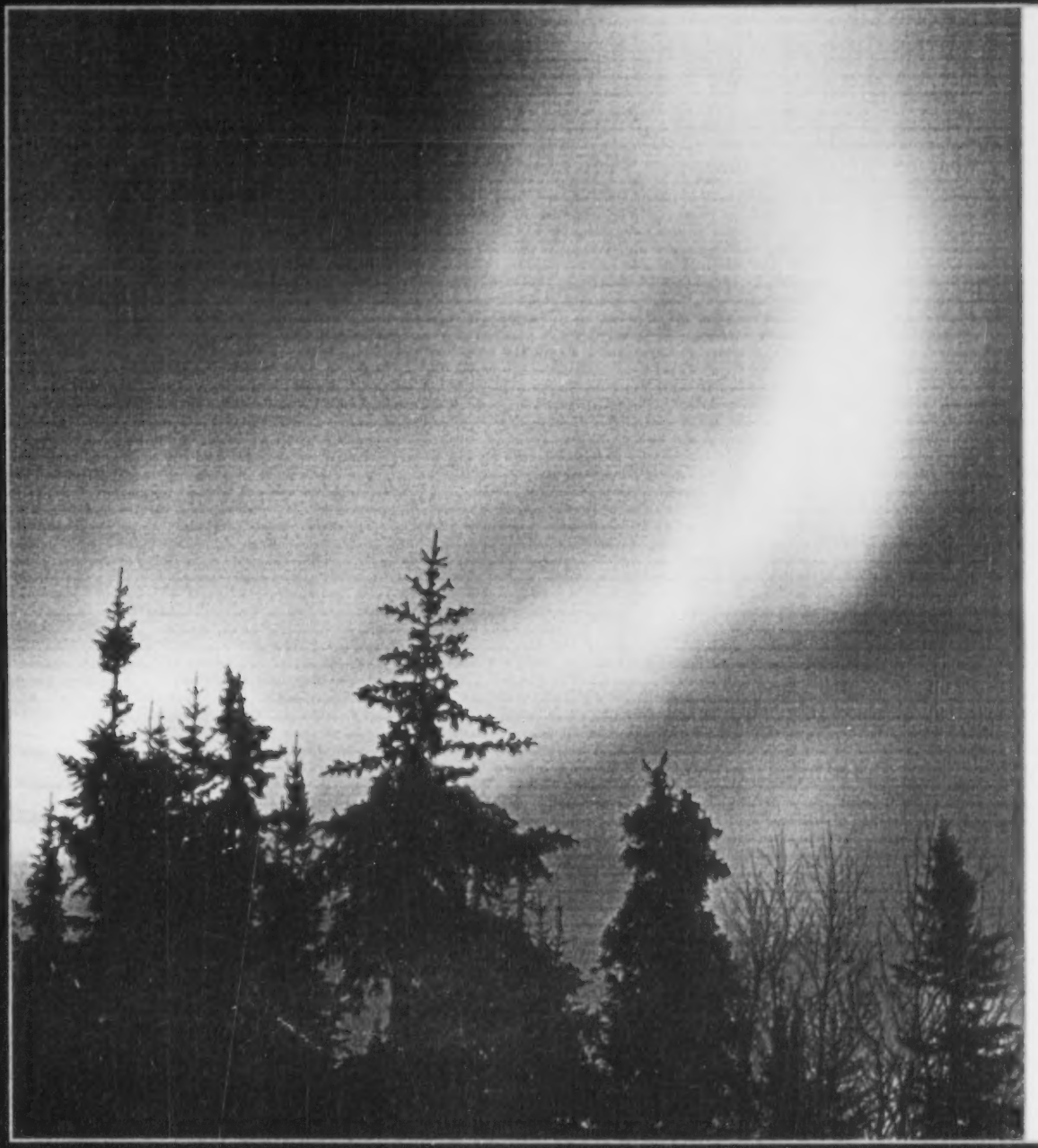

Marketing Plan and Partnership Opportunities 2003

A directory of Newfoundland and Labrador Tourism Marketing Initiatives and how you can participate.

NEWFOUNDLAND & LABRADOR
CANADA

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Introduction

Dear Tourism Partner;

The Department of Tourism, Culture and Recreation (TCR) is pleased to provide the Market Plan and Opportunities Booklet for 2003, a directory of marketing services and programs available to the tourism industry. The booklet is designed to make it easier for you to take part in our marketing programs that best suit your business. Our goal is to work with local, national and international industry partners to make potential tourists aware of the possibilities for travel to and in Newfoundland and Labrador.

2003 will be a year of partnership and cooperation as we introduce a new Tourism Marketing Council, an industry-government team committed to ensuring that tourism continues to grow in Newfoundland and Labrador. The Council is just one of the many recommendations from a recent review of the provincial tourism marketing strategy. In 2002, the Department commissioned the review of our strategy in order to build on the tourism momentum of the past five years; and to ensure that our marketing strategy is appropriate for the opportunities and challenges of the future. The study reviewed our current marketing strategies and identified opportunities for government and industry to work together to strengthen the tourism industry.

The review was conducted by the Economic Planning Group of Canada, with the assistance of the Kelsh Company, Economic Growth Solutions, Perry and Butland Communications; and McQuinn and Company Marketing. The consultants held interviews with key industry stakeholders, government staff and tour operators throughout the province. They also conducted consultations with external tourism leaders and comprehensively reviewed tourism marketing efforts and partnerships in other jurisdictions.

The report concludes that the province has made progress in identifying and targeting our key markets. Geographically, the Maritimes and Ontario should remain our central focus. It also emphasizes the importance of our activity markets such as meetings and conventions, incentive travel, hunting and fishing, and adventure activities. It also highlights the need for increased market research and for a stronger internet presence to market the province as a destination. One of the most significant recommendations in the report is for government to create a Newfoundland and Labrador Tourism Marketing Council. The mandate of the council is to help prepare the tourism marketing strategy and to monitor implementation. The council will also assist the Department with industry marketing partnership programs and report annually to the Minister on the status of these programs and the annual marketing plan.

A transitional committee has been appointed to help present the information in the report to the industry at large. In 2003, the transitional committee will travel the province to bring industry stakeholders up to date on the findings of the report, and explain the process to establish the council. The industry members of the transitional committee are Roger Jamieson, Stelman Flynn, Mark McCarthy, and Dale Bursey along with government members Vic Janes and Carmela Murphy. The EPG report is available on-line at www.gov.nf.ca/tcr/publications. For more information you may contact a committee member, or contact Shelley Hynes at shelleyhynes@gov.nf.ca or 709-729-5251.

Sincerely,

Newfoundland and Labrador Tourism

Market Plan Overview

Tourism Philosophy

For Newfoundland and Labrador, there's no such thing as an accidental tourist. It takes deliberate action to visit here...compelled by curiosity and the promise of what is different.

Marketing Objectives

- Increase non-resident visitation and expenditures from our core markets.
- Increase travel in the shoulder seasons of early summer and early fall.
- Increase in-province resident travel and expenditures.

Marketing Strategy

- Focus resources on markets and products with the greatest return on investment.
- Position the province as "the Destination of Choice."
- Build consumer and trade awareness and increase visitation to Newfoundland and Labrador.
- Build on our existing brand icons.
- Integrate marketing activities with a consistent look and message.

Brand Positioning

An arresting and compelling destination because of the blend of our unique offerings – exclusive products, dramatic seascape and landscape, significant history, distinct culture, and genuine people.

Target Markets

TOURING MARKET

Newfoundland and Labrador's Touring Market consists of the leisure tourists who participate in sightseeing, soft adventure activities, and enrichment activities. They seek a broad range of vacation experiences based on our diverse blend of significant cultural heritage, soft adventure and nature viewing experiences. They enjoy cultural activities including shopping, dining, visiting museums, art exhibits, and historical sites. They also enjoy outdoor activities such as hiking, birding, kayaking, and canoeing. Marketing efforts for the Touring Market are segmented into "geographic" markets.

- **In-Province Touring Market**

  "In-province" refers to those marketing efforts directed internally within the province. The in-province campaign has three purposes: first, to encourage the non-resident visitor to extend their stay and spending; second, to encourage the friend and relative visitor to do more things while they are in the province; third, to encourage residents to make more in-province trips to different places and try different tourism experiences. Residents of Newfoundland and Labrador represent the largest and most important market segment for tourism in the province.

- **Canada Touring Market**

  Domestic travel within Canada remains the backbone of the Canadian tourism industry. The areas that offer Newfoundland and Labrador the best marketing cost-effectiveness and market potential are Ontario and the Maritimes. This is due to relative ease of access, affinity or personal connection to our province, and the unique appeal we have as a destination. The western provinces will continue to be a development market in our strategy.

- **United States Touring Market**

  The United States is the key international market for Canada. It also provides great potential for Newfoundland and Labrador, as these travellers are demanding adventure and cultural/heritage experiences in new destinations. The United States is a significant market and the competition for its market share is enormous. To maximise our market share, Newfoundland and Labrador works co-operatively with the Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.

- **Overseas Touring Market**

  Overseas is a development market for Newfoundland and Labrador and as such, will continue to market in partnership with our Atlantic Canada partners and the Canadian Tourism Commission. Within these partnerships, we focus on United Kingdom, Germany and Japan.

ACTIVITY MARKET

Our Activity/Niche Markets continue to provide opportunity for growth to Newfoundland and Labrador. These markets are medium-to-high volume and medium-to-high yield markets. In these markets, Newfoundland and Labrador has the unique, unusual, distinctive and exclusive product offerings that these markets demand.

- **Visiting Friends and Relatives Market**

  The VFR (Visiting Friends and Relatives) market is important for Newfoundland and Labrador. We define VFRs as expatriates; individuals with roots in our province; former residents but not born here; or individuals with family/friends living here.

- **Hunting and Fishing Market**

  Newfoundland and Labrador offers hunters and sport fish enthusiasts one of the most amazing and rewarding experiences in the world. Our big game population densities are higher than anywhere in North America and as high as anywhere in the world, and our game fishing are the most prized in the world. The hunting and fishing market contributes significantly to our tourism revenues.

- **Meetings, Conventions and Incentive Travel Market**

  Meeting and Conventions has an important economic impact to the Newfoundland and Labrador economy. Besides the direct benefits of hosting meeting and conventions, there are the spin-off benefits from the significant pre and post-conference stays. The Incentive Travel market is becoming a major focus of the MC&IT marketing effort. Recently, there has been an increase in awareness and interest in Newfoundland and Labrador as an incentive destination. While this market is in the developmental stage, there are export-ready products and services available. As a result there is an increase in Newfoundland and Labrador incentive travel programming in the national and international incentive travel houses and corporate planners.

2003 Marketing Programs and Opportunities

Enticing travellers to Newfoundland and Labrador is what our marketing programs and opportunities are all about. If you would like to market your product or destination provincially, nationally and internationally, we have consumer, media and trade marketing opportunities within our specific target markets. We offer a wide range of opportunities, from marketing and advertising programs, trade shows and marketplaces, press trips and familiarization tours – one or more of which are sure to match your marketing objectives and budget.

These programs are targeted to qualified consumers, media and travel trade professionals for you to tap into. Consumers use the information we provide to make decisions on where to go and what they should see when they come to Newfoundland and Labrador. The travel trade uses it to sell Newfoundland and Labrador vacations. The media use it to write travel stories about exotic travel destinations like Newfoundland and Labrador. Don't miss out on the opportunities to reach these travel influencers.

Here are the highlights of current programs. Please note that most tradeshows/marketplaces occur on similar dates each year and that registration deadlines fluctuate. For updates on registration deadlines and updates on the opportunities listed below, please contact one of our knowledgeable marketing specialists.

All Markets

Marketing Partnerships

The Opportunity: Find out how you can join the momentum of the successful Newfoundland and Labrador Tourism partnerships and market your business under the Newfoundland & Labrador brand. Contact our Marketing Partnerships coordinator for information on the current Tourism Marketing Plan and Partnership Opportunities. Our partnership opportunities encompass a full range of programs, and our coordinator can help you identify which program best fits your tourism operation and provide you with marketing advice. Presentations of the province's Tourism Marketing Plan can be delivered, upon request, to groups interested in marketing program development and partnerships. Call for details.

For information contact Shelley Hynes 709-729-5251 shelleyhynes@gov.nf.ca

Open Mic Program

The Opportunity: Keep us informed on your tourism product offerings by making a presentation to Newfoundland and Labrador Tourism staff. Our marketing staff are in contact with consumers, travel trade professionals and travel media. Help us supply them with current information on new product information and story ideas. We invite tourism operators, regional tourism associations and destination marketing organizations with export-ready products to participate in the "Open Mic" program. To participate, reserve the first Wednesday morning of any month to present your product to our marketing staff. You must reserve at least one month prior. We can assist in reserving audio visual equipment.

For information contact Shelley Hynes 709-729-5251 shelleyhynes@gov.nf.ca

Travel Guide 2004

The Opportunity: A 200-page travel guide to Newfoundland and Labrador including Attractions, Adventures, Accommodations, Tours, Excursions, Shops, Studios, Galleries, Festivals and Events. The Travel Guide is distributed to all inquiries for travel information in Canada, United States, and English-speaking Europe. The print run is 200,000 copies.

Distribution Date: January 2004

Deadlines :	Free Listing Information	May 31, 2003
	Advertising Booking	August 22, 2003
	Advertising Material and Payment	August 29, 2003

Cost/Size Specifications:

Full Page	$ 9,750.00
1/2 Page	$ 5,125.00
1/3 Page	$ 2,875.00
1/6 Page	$ 1,250.00 (Full colour)
	$ 875.00 (Black and White + one colour)
	$ 625.00 (Black & White)
1/12 Page	$ 312.50 (Black & White, copy only)

For information contact: Andrea Peddle 709-729-2808 apeddle@gov.nf.ca

To book advertising contact: The Bristol Group 709-753-7242 info@bristolgroup.ca

For listings information contact: Jim Barrett 709-729-2985 jbarrett@gov.nf.ca

Web Site Link Program

The Opportunity: In 2003, we anticipate approximately one million visits to the Newfoundland and Labrador Tourism website: www.gov.nf.ca/tourism/. The website is designed to help people plan their Newfoundland and Labrador vacation with easy-to-use sections such as: What to do, Where to go, Where to stay, Getting here and Getting around. We have recently revitalised and improved the website. The revised site provides more destination information and additional pages for travel media and travel trade.

List your business on the Tourism Destination Management System (TDMS) and it will automatically be included on the Newfoundland and Labrador Tourism Web Site – free of charge. We will also provide a hotlink to your website – free of charge (limited to one hotlink per listing).

Place our link on your website. Partners can provide a reciprocal link back to our website. Links may be removed without notice at any time. All information must be kept current. Other conditions may apply.

For information contact Rick Siu 709-729-7389 ricksiu@gov.nf.ca

Visitor Information Centres

The Opportunity: Newfoundland and Labrador Tourism operates nine Visitor Information Centres (VICs) including two on the Marine Atlantic ferries. We also partner with 25 regional-based VICs. The VIC staff are often the first personal contact for many visitors. They have a direct impact on the visitor's impression of our province and tourism revenues as they encourage longer stays and travel in all regions of the province. In 2002, our Provincial Travel Counsellors spoke with more than 137,000 visitors. That is an increase of 15% over 2001.

- **Literature Distribution**

  The Opportunity: Tourism businesses can distribute their publications through the provincial and regional Visitor Information Centres – free of charge. Operators are responsible for delivery to the Distribution Centre.

Deadlines: Distribution Deadline: May 2003 and June 2003
Materials Deadline: April 30, 2003 and May 30, 2003

For information, contact Nick Dawe 709-729-5228 ndawe@gov.nf.ca

- **Travel Counsellor Training**

  The Opportunity: Each spring, a training program is conducted to enhance new student Travel Counsellors' knowledge of the province's attractions, services and products. Occasionally, permanent seasonal staff attend regional familiarization tours. Experiencing your product first hand through tours and presentations greatly increases their knowledge of your product, enabling them to transfer this information to our visitors. To promote your product or region to these crucial sales people, there are various opportunities to participate in regional tours and presentations.

For information, contact Glen Ryan 709-729-2427 gryan@gov.nf.ca and/or Kathy Murphy 709-729-0550 murphyk@gov.nf.ca

Tourism Information System

The Program: 1-800-563-NFLD is the information source for Newfoundland and Labrador's potential and current visitors. Place your business information in the Tourism Destination Management System (TDMS) database of tourism products and services. The information you submit is used to produce the Travel Guide, the Travel Trade Planner, and other departmental publications; is listed on the Newfoundland and Labrador Tourism website and is used by the Call Centre Travel Counsellors on the 1-800-563-NFLD information line.

- **Information**

  The Opportunity: List your tourism information on the TDMS system to make it easier for consumers and trade to get details on your business. At anytime, you may list and/or update your information on TDMS so that it remains current for use on the website and on the 1-800-563-NFLD information line - free of charge. (Please note: to have your information included in the Travel Guide there is a May 31 deadline.)

  For information contact Jim Barrett 709-729-2985 jbarrett@gov.nf.ca

- **Call Centre Travel Counsellors Training**

  The Opportunity: Call Centre Travel Counsellors may be our visitor's first point of contact in their Newfoundland and Labrador experience. Counsellors have an opportunity to promote your product or region and encourage visitors to stay longer. Educate these Counsellors on your product or region by giving presentations and keeping them informed on events, new attractions or adventures – free to tourism operators and/or in-kind contribution of products or services.

  For information contact Deanne Collins 888-693-2255
  tourism@thecallcentreinc.com

Travel Media Program

The Opportunity: The Travel Media Program plays an integral role in maximizing consumer and trade awareness of Newfoundland and Labrador through unpaid media coverage in key markets. Travel media includes freelance journalists, travel editors, broadcasters, producers and travel trade media. The editorial value from the travel stories is four times that of paid advertising. In 2002, we received extensive media attention through hosted press trips, film tourism and the province's reaction to 9/11 totalling approximately $330 million. Beyond that, Newfoundland and Labrador was featured in articles in USA Today and National Geographic Adventure, numerous articles in most national daily newspapers such as the National Post and the Globe & Mail.

Assist us in keeping the media informed of what's new in Newfoundland and Labrador. Send us information about new travel products, events, personalities, folklore, regional descriptions for unique travel story opportunities. The information you send us is used in several ways: to pitch unique story ideas to media; to initiate and plan press trips to Newfoundland and Labrador for qualified media. You can co-host media at your business by sharing costs or in-kind contributions. You can attend key media events and marketplaces, create media releases and press kits, submit articles on new tourism products and attractions to the CTC and various media association newsletters.

Who should participate: Destination Marketing Organizations and Regional Tourism Associations with new tourism products or unique travel story ideas. Export-ready and commissionable suppliers such as accommodations, food and beverage operations, transportation, attractions.

Travel Media Program Marketplaces

Program	Description	Who Should Attend	Cost
Travel Media Association of Canada Annual General Meeting & Marketplace, Niagara Falls, ON February 8-10, 2003	Meetings with Canadian travel media one-to-one in pre-scheduled appointments.	Major attractions, events and Destination Marketing Organizations (DMOs)	Membership: $160.00 Initiation fee: $50.00 Registration Fee: $500.00 Includes marketplace appointments, networking functions, professional development, and some meals
Annual Canadian Tourism Commission Media Marketplace New York, NY May 5 - 8, 2003	Meetings with primarily United States travel media one-to-one in pre-scheduled appointments.	Major attractions, events and DMOs.	Registration Fee: $2,500 - $3,000.00 US, depending upon number of representatives Includes marketplace appointments, networking functions, professional development, and some meals.
Society of American Travel Writers Annual General Meeting and Media Marketplace Cape Town, South Africa October 15-21, 2003	Meetings with primarily United States travel media one-to-one appointments and networking sessions. Membership required to attend.	Major attractions, events and DMOs.	Application Fees: $450.00 US Membership Dues: $146.00 US Membership Directory: $150.00 US Registration: $660.00 US (Based on 2002 rates) Includes flight, accommodation, marketplace meeting, networking functions, professional development, and some meals

For information, contact Gillian Marx 709-729-2832 gmarx@gov.nf.ca

Travel Trade Program

The Opportunity: The Travel Trade Program plays an integral role in tourism marketing through a number of programs designed to increase tourism revenues by introducing new products and developing targeted joint campaigns.

Travel trade include motorcoach, cruise, and FIT companies, conference and incentive travel planners, plus affinity/special interest groups such as enrichment travel and adventure tourism companies. Activities include familiarization tours, trade shows, marketplaces, presentations, cooperative promotions, educational and training programs.

The Travel Trade Program encourages provincial trade partners to provide information concerning new and enhanced products that can support the development of creative itineraries. Industry partners are invited to submit listings of new products and itinerary suggestions to assist in the development of the Newfoundland and Labrador Travel Trade Planner and other marketing support initiatives. The program also welcomes and encourages provincial partnership support in the provision and planning of educational trade fam tours for qualified national and international trade professionals.

Who should participate: National and international travel trade companies, Regional Tourism Associations (RTAs), Destination Marketing Organizations, (DMOs). Commissionable, export-ready suppliers such as provincial accommodations, food and beverage operations, transportation, and attractions.

For information contact:

Europe and Japan: *Kathleen Crotty 709-729-6150 kcrotty@gov.nf.ca*
Touring and Cruise: *Cathy Anderson 709-729-5633 canderson@gov.nf.ca*
Meetings, Conventions and Incentive Travel: *Brenda Walsh 709-729-2777 bbwalsh@gov.nf.ca*
Outdoor and Leisure: *Sandy Hickman 709-729-5260 shickman@nf.ca*
Hunting and Fishing: *Ed Best 709-729-0096 edbest@gov.nf.ca*
Manager, Market Development and Travel Trade: *Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nf.ca*

Travel Trade Advertising Co-ops

The Opportunity: Group Tour Magazine: Newfoundland and Labrador Tourism negotiates editorial and advertorial coverage for tourism operators, DMOs and export-ready packaged products in a co-op advertising program.

Distribution: 15,000 to group tour companies, tour operators, and travel influencers in the Ontario and US North East Seaboard. Direct leads are provided to partners to measure and evaluate ROI. Price – pending partners, approximately $2,100.00 US. Deadline: September 2003.

The Opportunity: Canada Scope Trade Magazine: Newfoundland and Labrador Tourism negotiates a feature profile on the province and encourages tourism operators, receptives, DMO, and specialty products to coop advertise and submit editorial copy.

Distribution: Canada Scope is Canada's international magazine for the tourism industry. It is strategically distributed to 8,000 national and international tour and receptive operators as well as travel planners and travel influencers including CTC and international posts. It is distributed at RVC and is published quarterly. Price – pending partners, ranging $850 - $4,500. Deadline September 2003.

For information contact: Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nf.ca

Touring Markets

In-Province Market

Escape Guide – A Shoulder Season Program

The Opportunity: The Escape Guide promotes Newfoundland and Labrador vacations to residents and in-province visitors alike. The goal of the program is to lengthen the tourism season by promoting "value offers" in the shoulder seasons. The 4-colour guide will be distributed to every household in the province and placed in the provincial Visitor Information Centres. Other distribution channels may be added. Conditions and participant criteria apply.

Deadlines: Spring 2003: To be confirmed

Cost: To be confirmed (2002 rate: $300.00)

For information, contact Brett Thornhill 709-729-2806 bthornhill@gov.nf.ca or Shelley Hynes 709-729-5251 shelleyhynes@gov.nf.ca

Canadian Market

Canadian Trade and Consumer Shows

Program	Description	Who Should Attend	Cost
The Advil Outdoor Adventure Show (CONSUMER) Toronto, ON February 21-23, 2003	Canada's premiere outdoor adventure travel show with over 31,000 attendees in 2002. Canada's largest consumer show dedicated to outdoor adventure.	Receptive adventure operators, accommodations, major attractions and events, transportation and DMOs.	Booth Space: $1,445.00 (10'x10') Seminar Registration: $100.00
Toronto Golf & Travel Show (CONSUMER) Toronto, ON February 27 -March 2 , 2003	Participation with Golf Newfoundland and Labrador.	Golf courses and receptive operators, accommodations and transportation involved in the golf and leisure market.	Booth Space: $1,725.00 (10'x10' booth) Furnishings: $1,000.00
Toronto Travel & Leisure Show (CONSUMER & TRADE) Toronto, ON April 3-6, 2003	Key Ontario consumer show including a trade show and 3-day consumer show.	Receptive, operators, accommodators, attractions, events, and DMOs	Booth Space: $1,450.00 (10'x10' booth) Furnishings: $200.00 (Based on 2002 rates)

For information, contact Sandy Hickman 709-729-5260 shickman@gov.nf.ca

Canadian Market

Canadian Trade and Consumer Shows

Program	Description	Who Should Attend	Cost
Ontario Motorcoach Association Annual Convention (OMCA) Toronto, ON November 2-5, 2003	Motorcoach tour operators from Canada and the US, primarily from Ontario, meeting in one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and events, transportation and DMOs	Initiation Fee: $160.00 Annual Dues: DMOs: $325.00 Hotels, Tour Services, Attractions, Food Service Retail: $285.00 Registration Fee: $600.00 (Based on 2002 Rates)
Atlantic Canada Showcase (ACS) Due to a change in format, the ACS marketplace is now held every second year. Newfoundland and Labrador is the host province for 2004. The showcase will be held in St. John's.	Reverse marketplace held in Atlantic Canada for North American tour operators. Meetings are one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and event, and DMOs	Registration Fee: $650.00 for 1st delegate $450.00 for 2nd delegate Includes 8'x10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals. (Based 2002 Rates)

For information, contact Cathy Anderson 709-729-5633 canderson@gov.nf.ca

United States Market

United States Trade Shows/Marketplaces

United States – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
American Bus Association Marketplace Indianapolis, Indiana February 1 - 6, 2003 January 16 - 21, 2004	US and Canadian Tour/Motorcoach Operators meetings in one-to-one pre-scheduled appointments (Association membership required in advance of marketplace registration)	Receptive operators, accommodations, attractions and events, transportation, and DMOs	Membership: $425.00 US per year Registration Fee: $1,025.00 US (Based upon 2002 rates)
National Tour Association Marketplace Charlotte, NC November 7-12, 2003	US and Canadian Tour/Motorcoach Operators meetings in one-to-one pre-scheduled appointments (Association membership required in advance of marketplace registration)	Receptive operators, accommodations, attractions and events, transportation and DMOs	Membership: One time initiation fee – $1,005.00 US Annual dues – $550.00 US Delegate Fee: $1,005.00 US (Based upon 2002 rates)

For information contact Cathy Anderson 709-729-5633 canderson@gov.nf.ca

United States Market

United States Trade Shows/Marketplaces

United States – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Educational Travel Conference and Trade Show Washington, DC February 5-8, 2003 Formerly the Non-Profits Conference	Meet with travel planners from alumni associations, continuing education departments, zoos and nature centres, conservation groups, museums, cultural institutions, and other organizations interested in learning vacation and enrichment travel.	Receptive Operators, DMOs	Registration Fee: $1,230.00 US
Seatrade Cruise Shipping and Trade Show Miami Beach, FL March 3-7, 2003 December, 2003	International Cruise Marketplace and Conference. Cruiseship Authority of Newfoundland and Labrador is the lead organization for this show in which TCR supports.	Receptive operators, port authorities and DMOs	Delegate: $595.00 US Exhibitor $975.00 US non-exhibitor Booth – $3,225.00 US per 10'X10' booth plus pavilion partnership approx. $1,625.00 US (partnership rate is based upon 2002 rates)
USTOA 2003 United States Tour Operator Association Location: Maui, HI December, 9-11, 2003	US and Canadian Tour Operators meeting in one-to-one pre-scheduled appointments. USTOA is a US-based organization of wholesale tour operators as well as Associate and Allied members. (Association membership required in advance of marketplace registration).	National and International receptive operators, accommodations, attractions and events, transportation, and DMOs	Membership: $750.00 US per year Registration Fee: $450.00 US (plus membership fee) (Based upon 2001 rates)

For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nf.ca

Program	**Description**	**Who Should Attend**	**Cost**
OUTSIDE'S International Adventure Travel and Outdoor Sports Show Chicago, Illinois February 21-23, 2003	Largest adventure travel show with over 17,000 attendees in 2002 including consumer, over 350 travel agents, destination outfitters, and Eco advocates.	Receptive adventure/tour operators, accommodations, major attractions and events, transportation and DMOs	Booth Space: $1,500.00 US (10'x10') Seminar Registration: $150.00 US

For information contact Sandy Hickman 709-729-5260 shickman@gov.nf.ca

Overseas Market

Overseas Trade and Consumer Shows

Overseas Market			
Program	**Description**	**Who Should Attend**	**Cost**
CMT (CONSUMER) Stuttgart, Germany January 18-26, 2003	Participation with Atlantic Canada Tourism Partnership. Major consumer show based in one of Germany's most affluent regions.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $2,000.00 Includes registration, booth and directory listing. Additional Delegate Registration: $50.00
FESPO (CONSUMER) Zurich, Switzerland January 23-26, 2003	Participation with Atlantic Canada Tourism Partnership. Switzerland's premiere consume marketplace. Trade component included.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $3,000.00 Includes registration, booth, directory listing and briefing on the Swiss market.
Visit North America (TRADE) Zurich, Switzerland February 5, 2003	Swiss tour operator, travel agent and media marketplace with open appointments and passport visitation. Participation with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Booth Fee: $2,500.00 Includes registration, booth, evening functions and directory listing
Destinations 2003 (CONSUMER) London, England January 30 - February 2, 2003	Participation with Atlantic Canada Tourism Partnership. Second largest consumer marketplace in the UK – the only major consumer show in London.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $5,000.00 Includes registration, booth, directory listing and evening function

For information contact Kathleen Crotty 709-729-6150 kcrotty@gov.nf.ca

Overseas Market

Overseas Trade and Consumer Shows

Overseas Market			
Program	**Description**	**Who Should Attend**	**Cost**
Spotlight Canada (TRADE) London, England March 3-5, 2003	One-on-one pre-scheduled appointment between UK tour operators and media. Participation in partnership with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation, and DMOs	Registration Fee: $50.00/person Booth Fee: $2,500.00 Includes registration, booth, directory listing, reception, and briefing on the UK market.
ITB Berlin (TRADE) Berlin, Germany March 7-11, 2003	World's largest international tourism trade show of tour operators, travel agents and media. Participation in partnership with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation, and DMOs	Registration Fees: Shared workstation - $3,625.00 Full workstation - $6875.00 Includes booth, directory listing, briefing on the German market, and reception.
KANATA (TRADE) Tokyo and Osaka, Japan October 21-26, 2003	A specialized marketplace in which both Canadian sellers and Japanese buyers assemble at one event in two venues in the Kanto and Kansai regions of Japan for pre-scheduled one-to-one appointments.	Receptive operators, accommodations, major attractions, activities and events, transportation, and DMOs	Registration Fee: Principal Delegate: single $5,400.00 Additional Delegate: shared $3,000.00 single $3,750.00 Fees include registration & booth, accommodations, some meals, coach transfer to and from hotel, social functions, Japan market briefing and buyers profile manual. Registration deadline: July 2002

For information contact Kathleen Crotty 709-729-6150 kcrotty@gov.nf.ca

Cross Geographic Markets

Consumer Advertising Campaign

The Program: Our awareness campaign aims to increase destination awareness in our key markets and is designed to encourage the audience to call for more information or to visit our website. The ads target affluent, nature-oriented households. The campaign's timing takes advantage of the key planning period for seasonal vacations. Television will be the engine that drives the campaign with four 30-second TV ads. The general awareness television ads will be reinforced by magazines, newspaper and, new for the Maritimes market this year, radio. After extensive analysis, radio was seen to be a cost-effective means to reach the consumer and build strong frequency in a close proximity market where awareness and knowledge of the destination is higher. Direct mail will be used to "close the loop" and "make the sale." The Department will also participate in partnership programming with the Atlantic Canada Tourism Partnership (ACTP) and the Canadian Tourism Commission (CTC).

For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nf.ca

Consumer Advertising Media Plan

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Television (Maritimes, Ontario, Western Canada)												
Magazine (Canada: Canadian Geographic, Harrowsmith, Canadian Home and Garden, Saltscapes. US: Audubon, National Geographic Traveller, Natural History, Smithsonian)												
Newspaper (Toronto Star, Globe & Mail, Calgary Herald, Edmonton Journal)												
Direct Mail (Eastern United States, Ontario)												
Radio (Halifax, Sydney, Moncton, St. John's, Charlottetown)												

International Marketplace

Program	Description	Who Should Attend	Cost
Rendez-Vous Canada (RVC) (TRADE) Vancouver, BC May 24-28, 2003	International tour operators and media from Canada, United States, and Overseas meet in one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and events, and DMOs	Registration Fee: $795.00 Booth Fee: Shared $965.00, Full $1,790.00 Includes 8'x10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals, and travel between hotel and RVC Venue.

For information contact Kathleen Crotty 709-729-6150 kcrotty@gov.nf.ca

Cross Geographic Markets

Winter - Ski & Snowmobile Awareness Campaign

The Program: Our winter campaign aims to increase the awareness of our ski and snowmobile products to our Canadian and in-province markets. The ski portion of the campaign, a co-op program with Marble Mountain Corporation, utilizes television, newspaper, radio, cinema advertising and special promotions to reach Maritimers, Newfoundlanders and Labradorians. The snowmobile portion of the campaign has a more targeted approach including a cost-shared advertorial consisting of editorial coverage and operator advertising in Atlantic Snowmobiler and Ontario Snowmobiler Magazines and participation in a snowmobile trade show.

For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nf.ca

Winter Media Plan

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Television (Marble Mountain) (Maritimes, Newfoundland & Labrador)												
Magazine (snowmobile) (Atlantic Snowmobiler, Ontario Snowmobiler)												
Newspaper (Marble Mountain) (Halifax Chronicle Herald/Mail Star, The Telegram)												
Cinema Advertising (Halifax)												

Winter Consumer Show

Program	Description	Who Should Attend	Cost
SuperTrax International Snowmobilers Show Toronto, ON October 2003 to be confirmed	This show has a rich history of gathering the entire North American snowmobile industry in one place. It attracts tens of thousands of snowmobilers from the largest snowmobile rich geographic area on the continent. Snowmobilers come from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, Pennsylvania and others.	Snowmobile enthusiasts, receptive tour operators, outfitters, accommodations, DMOs and snowmobile related services and providers.	Booth Space: $1,000.00 (10'x10') To be confirmed

For information contact Sandy Hickman 709-729-5260 shickman@gov.nf.ca

Activity Markets

Visiting Friends and Relatives Market

Come Home Year Support Program

The Opportunity: An application-based program available to any committee organizing a reunion/come home year that is intended to attract visitation from outside the province. Support includes mail-out service (out-of-province only) and advisory service.

Deadline: Ongoing

For information contact Sandy Hickman 709-729-5260 shickman@gov.nf.ca

Hunting and Fishing Market

Magazine Advertising Co-op

The Opportunity: American Hunter is the official journal of the National Rifle Association (NRA) and is distributed to more than 1.5 million NRA members monthly. This publication provides Newfoundland and Labrador outfitters an opportunity to reach Newfoundland and Labrador's key outdoor market. This is the second year for this program in American Hunter, following a positive survey of participants in last year's co-op.

Distribution Date: February 2003

Deadlines: Booking and Material Deadline: December 1, 2002

Cost: $650.00 US for a 1/6 page ad

For information contact Brett Thornhill 709-729-2806 bthornhill@gov.nf.ca

Hunting and Fishing Market

Hunting and Fishing Trade and Consumer Shows

United States – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
The Fly Fishing Show Somerset, NJ January 24-26, 2003	Fishing enthusiasts, journalist and travel agents in the Tri-State area. The world's largest Fly Fishing Show	Fishing outfitters, accommodations, transportation, and DMOs	Booth Space: $875.00 US (10' x 10'). Corner Booth: $95.00 extra
Safari Club International Convention Reno, NV January 29 - February 1, 2003	The premier hunting show in the United States for big game hunting enthusiasts and travel agents.	Hunting outfitters, accommodations, transportation, and DMOs	Booth Space: $1,850.00 US (10' x 10') Annual Membership Minimum $400.00 US donation requirement
The Old Virginian Fly Fishing Show Chantilly, VA January 31- February 2, 2003	Fishing enthusiasts, journalists and travel agents in the Mid-Atlantic region of the United States.	Fishing outfitters, accommodations, transportation, and DMOs	Corner Booth Space: $675.00 US (10' x 10')
Eastern Fishing & Outdoor Exposition Worcester, MA February 6-9, 2003	Hunting & fishing enthusiasts and travel agents in the New England, metro Boston area.	Hunting and fishing outfitters, accommodations, transportation, and DMOs	Booth Space: $780.00 US (10' x 10')
National Rifle Association Convention Orlando, FL April 25-27, 2003	Hunting enthusiasts and travel agents in the West and Mid-West United States area.	Hunting outfitters, accommodations, transportation, and DMOs	Booth Space: $700.00 US (10' x 10')
Hunters Extravaganza Fort Worth, TX August 15-17, 2003	Trophy hunting enthusiasts and travel agents in the Texas area. The largest hunting show in the South.	Hunting outfitters, accommodations, transportation, and DMOs	Booth Space: $700.00 US (10' x 10') Corner Booth: $800.00 US

For information contact Ed Best 709-729-0096 edbest@gov.nf.ca

Meeting, Conventions and Incentive Travel Market

Advertising

The Opportunity: Published annually by Meetings and Incentive Travel, **Conventions Meeting Canada** is the official guide to meeting places and services in Canada. It is distributed to more than 10,400 meeting planners in Canada, primarily corporations, associations and governments. Newfoundland and Labrador Tourism prepares the introductory page and the editorial content for the Newfoundland and Labrador Section. Consultation on listings is available. Advertising partnerships are welcomed.

Convention Service

The Opportunity: The Department provides consultation, materials support and mailing assistance to national and regional conference organizers hosting conventions and meetings in Newfoundland and Labrador.

Incentive Travel

The Opportunity: Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize staff for increased levels of performance in support of organizational goals. Newfoundland and Labrador Tourism provides consultation, marketing and product development support to industry suppliers in this lucrative market. Trade shows and marketplaces are available through partnership opportunities in North American markets.

For information contact Brenda Walsh 709-729-2777 bbwalsh@gov.nf.ca

Meeting, Conventions, and Incentive Travel Market

Meeting, Convention and Incentive Travel Trade Shows

Program	Description	Who Should Attend	Cost
Tête a Tête Ottawa, ON February 19, 2003	Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.	Conventions and Visitors Bureaus (CVB), DMOs, Destination Marketing Companies (DMCs), Hotels	Cost shared among participants Approximately $300.00 Tabletop displays
Canadian Tourism Commission Incentive Travel Showcases Chicago and Atlanta Spring 2003 – to be confirmed New York Fall 2003 – to be confirmed	Canadian Tourism Commission sponsored and hosted Showcases in selected US cities. Clients by invitation only and pre-qualified.	DMOs, DMCs, Hotels	Each Showcase: $1,500.00 (approximately) Includes table top booth and reception
Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS) Toronto, ON August 19 and 20, 2003	Premier corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.	CVBs, DMOs, DMCs, Hotels	Symposium registration, $500.00 Booth: Cost shared among participants Each booth approximately $1,500.00
Incentive Travel and Meeting Executive Trade Show (IT&ME) Chicago, IL September/October 2003 to be confirmed	Premier Incentive Travel show in North America. Participation in partnership with the Canadian Tourism Commission within the Canada Stand.	DMCs, DMOs, Hotels	Booth as part of Canada Stand: $3,000.00 Cost shared among participants

For information contact Brenda Walsh 709-729-2777 bbwalsh@gov.nf.ca

Meeting, Conventions, and Incentive Travel Market

Meeting, Convention and Incentive Travel Trade Shows

Program	Description	Who Should Attend	Cost
Canadian Society of Association Executives (CSAE) Conference and Trade Show Victoria, BC October 2 - 4, 2003	Premier Association market trade show and conference.	CVBs, DMOs, DMCs, Hotels	Conference registration: $600.00 Booth: Cost shared among participants approximately $1,000.00 Registration deadline: Spring 2003
Trailblazers Incentive Marketplace London, UK July 29 - August 1	Five country partnership in a 2-day marketplace with approximately 60 qualified buyers. Buyer-seller ratio 1:1. Organized through CTC.	DMCs, DMOs, Hotels	Marketplace cost: $4,000.00 Additional delegate: $1,000.00 Registration deadline: Spring 2003

For information contact Brenda Walsh 709-729-2777 bbwalsh@gov.nf.ca

Acronyms

ACTP – Atlantic Canada Tourism Partnership
CTC – Canadian Tourism Commission
CVB – Convention Visitors Bureaus
DMC – Destination Marketing Companies
DMO – Destination Marketing Organizations
EPG – Economic Planning Group
FIT – Foreign/Fully Independent Travellers
NRA – National Rifle Association
RTA – Regional Tourism Association
TCR – Department of Tourism, Culture and Recreation
TDMS – Tourism Destination Management System
VIC – Visitor Information Centre

2003 Partnership Program Guidelines

- Costs are in Canadian dollars unless indicated otherwise
- Programs and costs are subject to change
- Prices do not include applicable taxes
- Costs for production of advertising material are not included
- All programs are subject to cancellation at any time due to lack of sufficient participation

Dates to Remember

DECEMBER 2002- DECEMBER 2003

LEGEND ■ Free Listing Deadline ▲ Booking Deadline ● Material Deadline

ALL MARKETS

Open Mic Program	*First Wednesday of Every Month*
Travel Guide 2004	■ *May 31/03* ▲ *Aug 22/03* ● *Aug 29/03*
Web Site Link	*Any time*
VIC Literature Distribution	● *Apr 30 & May30*
VIC Staff Training	*Spring*
1-800 Tourism Information System	*Any time*
Call Centre Travel Councillor Training	*Any time (Spring is preferred)*
Travel Media Program Story Submissions	*Any time*
Travel Media Association of Canada AGM & Media Marketplace	*Feb 8-10*
Annual CTC Media Marketplace	*May 5-8*
Society of American Travel Writers AGM and Media Marketplace	*Oct 15-21*
Travel Trade Programs	*Ongoing*
Travel Trade Advertising Coop	*Ongoing*

TOURING MARKET – In Province

Escape Guide	▲ *Spring - TBA*

TOURING MARKET – Canada

Advil Outdoor Adventure Show	*Feb 21-23*
Toronto Golf & Travel Show	*Feb 27-Mar 2*
Toronto Travel & Leisure Show	*Apr 3-6*
OMCA Annual Convention & Marketplace	*Nov 2-5*
Atlantic Canada Showcase	*Oct 2004*

TOURING MARKET – United States

American Bus Association Marketplace 2003	*Feb 1-6*
Educational Travel Conference and Trade Show	*Feb 5-8*
OUTSIDE'S International Adventure Travel and Outdoor Sports Show	*Feb 21-24*
Seatrade Cruise Shipping and Trade Show	*Mar 3-7*
National Tour Association Marketplace	*Nov 7-12*
USTOA 2003	*Dec 9-11*

TOURING MARKET – Overseas

CMT	*Jan. 18-26*
FESPO	*Jan 23-26*
Visit North America	*Feb 5*
Destinations 2003	*Jan 30-Feb 2*
Spotlight Canada	*Mar 3-5*
ITB	*Mar 7-11*
KANATA	*Oct 21-26*

TOURING MARKET – Cross Geographic Markets

Consumer Advertising Program	*Jan - Jul*
Rendez-Vous Canada	*May 24-28*
Winter – Ski and Snowmobile Campaign	*Dec/02 - Mar/03*
SuperTrax International Snowmobilers Show	*Oct - TBA*

ACTIVITY MARKETS – Visiting Friends and Relatives

Come Home Support Program	*Ongoing*

ACTIVITY MARKETS – Hunting & Fishing

American Hunter	▲ ● *Dec 1/02*
The Fly Fishing Show	*Jan 24-26*
Safari Club International Convention	*Jan 29 - Feb 1*
The Old Virginian Fly Fishing Show	*Jan 31 - Feb 2*
Eastern Fishing and Outdoor Exposition	*Feb 6-9*
National Rifle Association Convention	*Apr 25-27*
Hunters Extravaganza	*Aug 15-17*

ACTIVITY MARKETS – Meeting, Conventions & Incentive Travel

Conventions Meeting Canada	▲ ● *May 1*
Tête a Tête	*Feb 19*
Canadian Tourism Commission Incentive Travel Showcases	
Chicago & Atlanta	*Spring - TBA*
New York	*Fall - TBA*
Canadian Meeting and Incentive Travel Trade (CMITS) Show and Symposium	*Aug 19-20*
Incentive Travel & Meeting Executive Trade Show	*Sept/Oct - TBA*
Canadian Society of Association Executives (CSAE) Conference & Trade Show	*Oct 2-4*
Trailblazers Incentive Marketplace	*Jul 29 - Aug 1*

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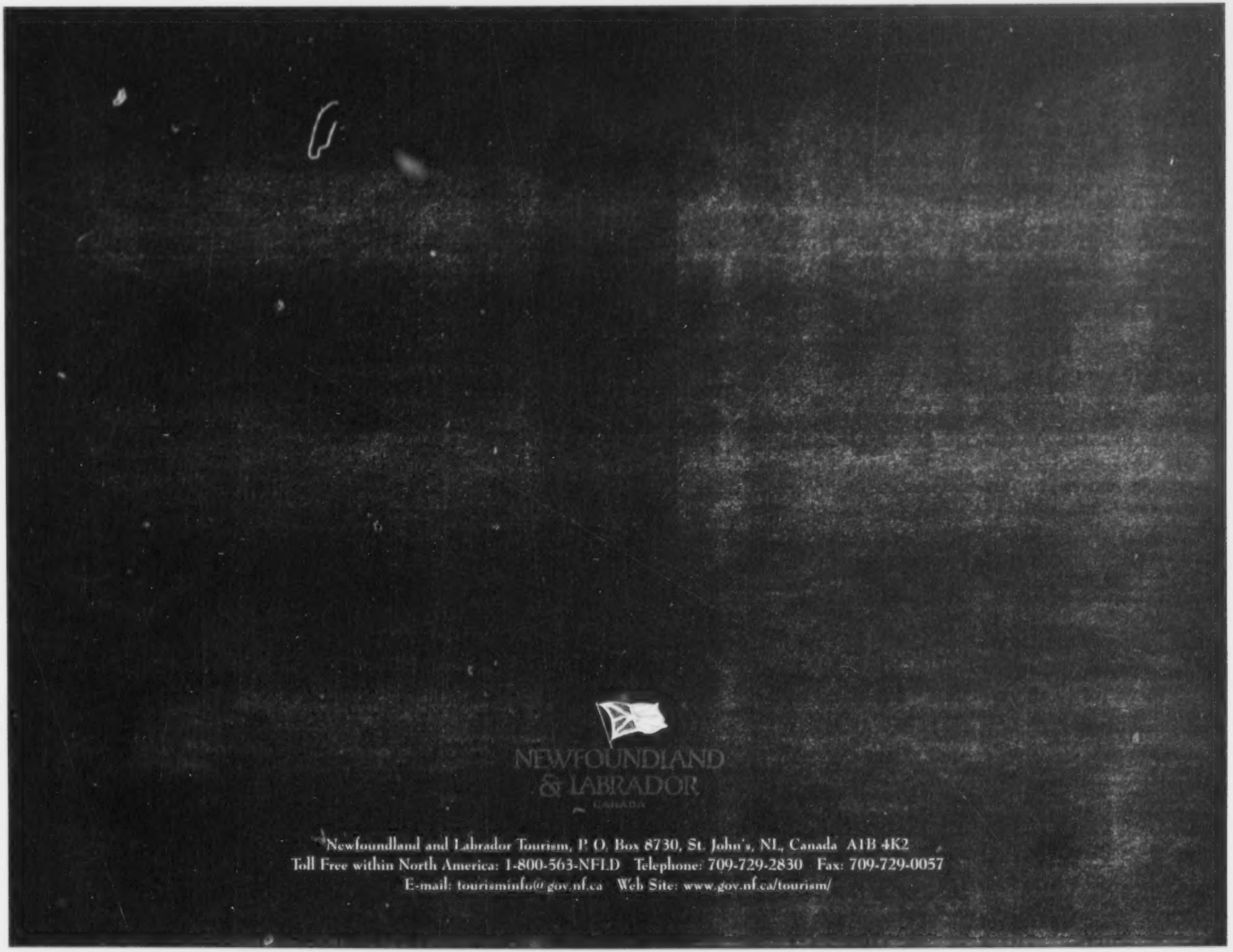

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